CONCEPTS OF CULTURE

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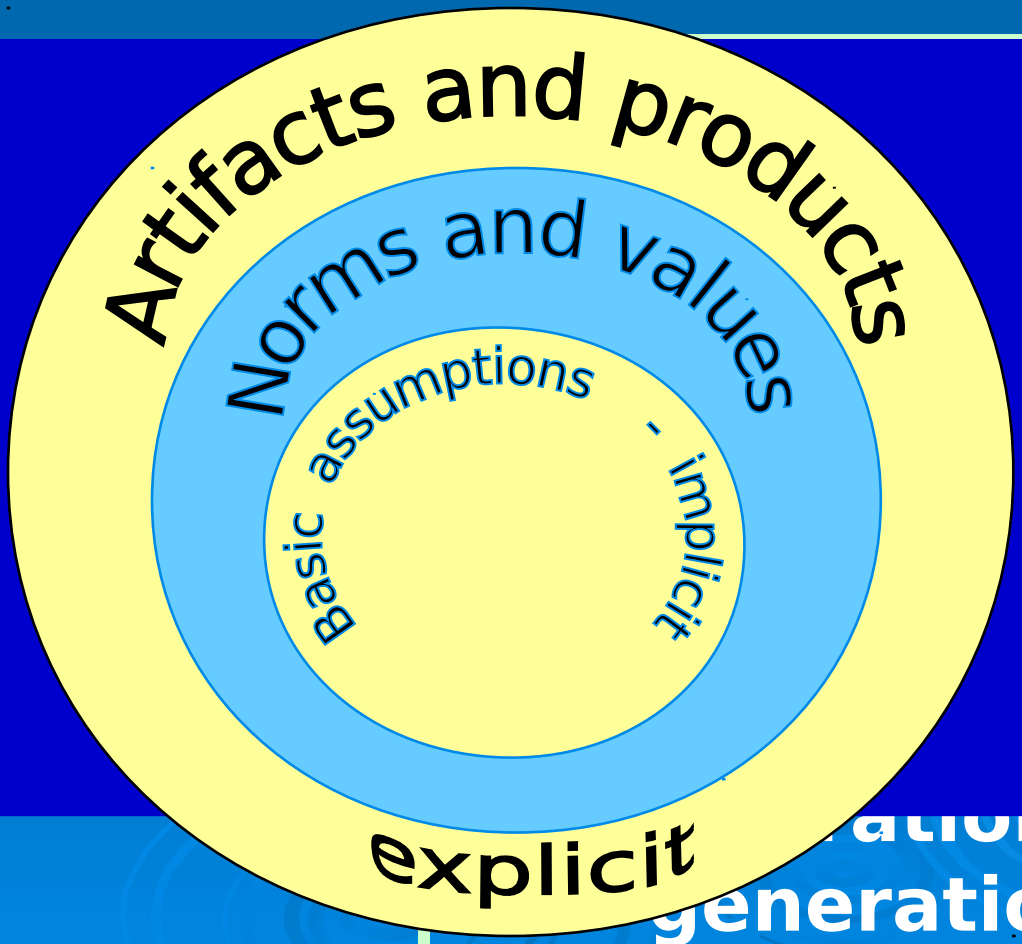
OVERVIEW

- Define culture, subculture, and enculturation
- Model of Culture
- Discuss Attributes/Non-Attributes of Culture
- Discuss the Concept of Race and Ethnic group
- Discuss the Potential Problems of Cross-cultural interactions
- Strategies to Improve

MODEL OF CULTURE



generation.

Enculturation

- The Passing of Culture
  - Is socially acceptable behaviors and attitudes
  - From the older to the younger members of a group

ATTRIBUTES OF CULTURE

- Language
- Values
- Customary Behaviors
- Beliefs
- Patterns of Thinking

NON-ATTRIBUTES OF CULTURE

- Not defined by RACE

Race is a division of mankind that possesses traits that are transmissible by descent and that are sufficient to characterize a group as a distinctive human type

- Not Inborn
- Not Ethnicity Alone
- That which sets off a group by Race, Religion, National Origin or some combination of these categories

POTENTIAL PROBLEMS

- Seeking Similarities
- Uncertainty Reduction
- Diversity of Communication Purposes
- Stereotyping & Prejudice
- Culture Shock
- Power of Ethnocentrism

STRATEGIES TO IMPROVE

- Knowing *"Self"*
- Physical & Human Setting
- Diverse Message Systems
- Develop Empathy
- Encourage Feedback
- Cultural Adaptation
- Intercultural Ethic

CULTURAL BAGGAGE

- How
- Awareness
- Behavior
- Influence
- Thoughts
- Senses

SUMMARY

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